GOVERNMENT OF INDIA
TOURISM
LOK SABHA

UNSTARRED QUESTION NO:2821
ANSWERED ON:20.03.2017
Fifth International Tourism Mart
Parthipan Shri R.

Will the Minister of TOURISM be pleased to state:

(a) whether the Government has recently organized the Fifth International Tourism Mart and if so, the details thereof;
(b) whether the event was organized with the objective of highlighting the tourism potential in the domestic and international markets and if so, the details thereof;
(c) whether this brings together the tourism business fraternity and entrepreneurs together to facilitate interaction between buyers, sellers, media, Government agencies and other stakeholders; and
(d) if so, the details thereof?

Answer

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)
(DR. MAHESH SHARMA)

(a): Yes, Madam. The 5th International Tourism was organized by the Union Ministry of Tourism in association with the North Eastern States and the State of West Bengal from 23rd to 25th November, 2016 at Imphal in Manipur.

(b): International Tourism Mart (ITM) was organized with the objective of showcasing the largely untapped tourism potential of North East region in the domestic and international source markets and also to promote tourism and increasing tourist arrivals to the North-East Region. A total of 48 International delegates comprising of tour operators and media persons participated from Australia, Bangladesh, Brazil, Brunei, Cambodia, Canada, Germany, Indonesia, Ireland, Italy, Japan, Kenya, South Korea, Lao PDR, Malaysia, Myanmar, Netherlands, New Zealand, Oman, Philippines, Russia, South Africa, Singapore, Spain, Sri Lanka, Thailand, U.A.E, UK and USA.

(c) & (d): The event brought together 80 tour operators & business fraternity from the eight North Eastern States of India and West Bengal as sellers and the participants from 29 countries and other States of India as potential buyers to establish business contracts and hold Business to Business meetings. This enabled the tourism product suppliers from the region to reach out to International and Domestic buyers.
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